

**Repetition**

## Repetition

Repeat aspects of the design  
throughout the entire piece

Why?

# Why Repetition?

- Just like contrast highlights *difference*, repetition creates *unity* of spatially separate design elements
- You already use repetition in your work:
  - When you make headlines all the same size and weight
  - When you add a rule a half-inch from the bottom of each page
  - When you use the same bullets in each list throughout the project

Repetition creates  
unity, consistency,  
cohesiveness

PURCHASE INDIVIDUAL ISSUES



Issue 11: Teams

\$14.00



Issue 10: Testing

\$14.00



Issue 9: Open Source

\$14.00



Issue 8: Internationalization

\$14.00



Issue 7: Security

\$14.00



Issue 6: Documentation

\$14.00



Issue 5: Programming Languages

\$14.00



Issue 4: Energy & Environment

\$12.00



Issue 3: Development

\$12.00









A detail from the logo is enlarged and repeated throughout the corporate identity as a unifying design element. Furthermore, unity is achieved through repetition of the same colors, and typography.



Notice how the logo silhouette and has been repeated throughout as a design element. The brand colors are also quite bold, and have been repeated in large areas throughout, which creates significant unity.

Be wary of too much repetition!

Repeating some design elements unifies,  
repeating everything creates tiring, uninteresting designs.

Think of classic PowerPoint templates where every slide has exactly the same design elements, and exactly the same bulleted lists with the main difference being the text.

This is one reason why these are universally regarded as dull (“death by PowerPoint”).